WHAT IS CLAIMED IS:

1. A method of creating extensible and repurposable content, comprising the steps of:

(a) creating a document type definition (DTD);

(b) generating a form-based data entry interface based, at least in part, on the DTD;

(c) inputting data into the form-based data entry interface;

(d) applying an extensible stylesheet language (XSL) construct to the data that is input at step (c); and

(e) saving the data in the form of extensible markup language (XML) consistent with the DTD.

2. The method of claim 1, wherein the DTD defines an aspect of a business.

3. The method of claim 1, wherein the content is represented by the DTD.

4. The method of claim 1, wherein the form-based data entry interface saves data in a form other than XML.

5. The method of claim 1, the data saved at step (e) is saved in world wide web consortium (W3C) compliant XML.

6. The method of claim 1, further comprising employing the data saved at step (e) for different purposes.

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7. The method of claim 5, wherein the data saved at step (e) is employed to generate a graphics product.

8. The method of claim 5, wherein the data saved at step (e) is employed to generate a text-to-voice information.

9. The method of claim 5, wherein the data saved at step (e) is employed as content for a wireless message.

10. A method of preparing an entry in a directory having a plurality of separately prepared entries, the method comprising the steps of:

(a) accessing an extensible markup language (XML) file in a database that is at least partially representative of the entry to be included in the directory, the XML file being based on a document type definition (DTD) consistent with the directory;

(b) launching a first software program, the first software program presenting a form that is displayed on a computer, wherein the first software program has a native file saving format that is different from a format of the XML file;

(c) populating selected fields in the form by transforming the XML file using (i) an extensible stylesheet transformation (XSLT) file and (ii) an application programming interface (API) exposed by the first software program;

(d) at least one of modifying the selected fields and adding data to fields other than the selected fields;

(e) spawning a graphics page using the first software program and displaying the entry; and

(f) saving the entry as an XML file.

11. The method of claim 10, further comprising editing components of the entry using a second software program.

12. The method of claim 10, further comprising saving the entry as an encapsulated postscript (EPS) file.

13. The method of claim 10, wherein the directory comprises a dining guide.

14. The method of claim 13, wherein the entry comprises an advertisement in the dining guide.

15. The method of claim 10, further comprising selecting an entry style.

16. The method of claim 15, wherein the entry style is described by a universal directory advertising code (UDAC).

17. The method of claim 10, further comprising accessing the XML file via a copy ID.

18. A method of publishing, comprising the steps of:

(a) saving first information associated with a graphics design in a first database;

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(b) assigning a copy ID to the first information;

(c) transferring the first information from the first database to a second database;

(d) accessing the first information via the second database and via the copy ID and populating selected fields of a form that is displayed on a computer;

(e) at least one of (i) modifying the first information and (ii) adding second information to fields other than the selected fields;

(f) spawning a graphics page on the computer that incorporates the first and second information in a pre-selected style for the graphics design;

(g) editing graphics components of the graphics design resulting in an edited graphics design; and

(h) saving the edited graphics design as an extensible markup language (XML) file.

19. The method of claim 18, wherein the graphics design is an advertisement.

20. The method of claim 18, wherein the first information comprises at least one of a name of a restaurant, a restaurant address, and an advertisement style.

21. The method of claim 20, wherein the advertisement style is described as a universal directory advertising code (UDAC).

22. The method of claim 18, wherein the first database is accessible primarily by salespeople.

23. The method of claim 18, wherein the second database is accessible primarily by a graphics artist.

24. The method of claim 18, wherein the step of editing comprises launching a software application other than a software application that is employed to generate the form that is displayed on the computer.

25. The method of claim 18, wherein the step of saving comprises transforming a first file format into XML using a predetermined extensible stylesheet transformation (XSLT) file.

26. The method of claim 25, wherein the first file format is XFDF.

27. The method of claim 18, further comprising saving the edited graphics design as an encapsulated postscript (EPS) file.

28. The method of claim 27, further comprising forwarding the EPS file to a printer.

29. A system for generating an entry for a directory that comprises a plurality of entries, the system comprising:

    (a) a first workstation operable to receive first information related to the entry;

    (b) a first database for storing the first information;

    (c) a second database that periodically receives the first information from the first database; and

(d) a second workstation, the second workstation being operable to access the second database,

wherein the second workstation is operable to (i) launch a first software program, the first software program presenting a form that is displayed on the second workstation, wherein the first software program has a native file saving format that is different from a format of an XML file, (ii) at least one of modify selected fields in the form and add data to fields other than the selected fields, (iii) spawn a graphics page using the first software program to display the entry, and (iv) save the entry as an XML file.

30. The system of claim 29, further comprising means for transforming the native file saving format into XML.

31. The system of claim 30, wherein the means for transforming comprises an extensible stylesheet transformation (XSLT) file.

32. The system of claim 29, wherein the second workstation is further operable to save the entry as an encapsulated postscript (EPS) file.

33. The system of claim 29, wherein the directory is a dining guide.

34. The system of claim 33, wherein the entry comprises an advertisement in the dining guide.

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35. The system of claim 29, wherein the first database is accessible primarily by a salesperson.

36. The system of claim 29, wherein the second database is accessible primarily by a graphics artist.